

Real-Time Ridesharing Software Pilot Program RFP Pre-Submittal Meeting

July 26, 2011

Called to order at 3:05 p.m.; introductions. See list of participants.

Below are meeting notes by topic.

Funding: This program is being funded through CMAQ (federal funding), which requires strict compliance. Discussion regarding the contract structure: A \$150,000 cash award, vendor to provide \$100,000 in-kind services=\$250,000 value from the vendor. Under CMAQ funding a match is required. A match will need to be identified from each county for this program. The requirement for the federal funding match is 11.47%. Upon receipt of the grant, a two-year time period is projected to evaluate success of the program. Incentives and marketing are anticipated to make it more successful. This RFP is distinct in that the vendor may recover transaction fees.

The application of the \$100,000 for in-kind services is yet to be fully determined; it cannot be applied to any services prior to execution of the contract by the vendor (from the date the contract is executed and prior to the termination of the pilot program). Also to be determined is the criteria to qualify for a match.

Further discussion involved specific fees/expenses that would be excluded from the proposal; many of these issues are yet to be addressed/yet to be determined.

Marketing: The possibility of negotiating a separate contract for the same vendor to also provide marketing services (primarily branding services) was discussed, as well as allocation of marketing resources.

Similar Pilot Programs Researched: These include Seattle, Washington; Santa Barbara, CA; and MTC 511 Program; carpooling with children to schools, are examples of varieties of models that have been examined. Participants are invited to share information regarding any other programs they are aware of.

Disadvantaged Businesses: Because this is a federally-funded project, research was conducted to identify any disadvantaged businesses equipped for conducting this program.

Goals: The goal is to build a program reaching critical mass (where the system is self-sustaining); where its familiarity and participation grows sufficiently for it to succeed on its own merit. The vendor is encourage to provide input to determine targets to reach critical mass. The RFP requires a business model that outlines the effort necessary to launch a successful program beyond the pilot.

Each county will be involved in the identification of target markets and developing specific target numbers within markets (or affinity groups). Marketing activities will help determine the affinity groups (universities, employment centers, established organizations) and their goals.

Branding: The counties will confer; this will be the Team's decision; however, MTC will provide input. MTC's preference is for a single brand. The impact of this program, if any, on the 511 program is an unknown factor at this point; this could be a potential conflict depending on the level of its success.

Incentives/Outreach: It is understood that incentives and marketing will vary to reach the different markets in the three counties; (e.g., in Marin County the senior market would not be

significant users of Facebook). Evaluation measures must be consistent in order to create a seamless program.

It is not known how many or types of different platforms are required for a successful pilot program, or how these would be supported. Input from the vendor is expected.

Numerous written questions were received in response to the RFP. A separate document is posted with all the Q&A received in writing. Many of these were repeated at the meeting as written.

Issues regarding the legal specifics of software ownership, licensing and use of the product will be discussed with legal counsel at a later date and included in contract negotiation with the vendor. None of the agencies represented on the TEAM intends to own, operate, or maintain the software, nor do they expect to host any servers.

It is expected that the vendor will propose options for the use of the software and associated costs for the vendor to do this.

Additional cost factors, such as the growth of the project to the point of requiring significant additional bandwidth may be addressed in the proposal. The proposal may include any other optional expenses for consideration.

There being no further questions, the meeting was adjourned at 4:15 p.m.